

ABSTRACT

The invention relates to a method of presenting a commercial in a time slot to a viewer. The method includes providing one or more commercials to a receiver operatively coupled with a display device. Each commercial has an agent associated with it. Each agent is configured to place a bid for the time slot on behalf of the associated commercial. A profile database may be maintained to store data related to local viewer preferences. This would allow the agent for at least one commercial to access the local viewer preference related data in the profile database and use the accessed local viewer preference related data to determine the bid to be placed for the time slot. The time slot is then auctioned to the one or more commercials provided to the receiver. The commercial whose agent places the winning bid is then displayed on the display device during the time slot. Information related to the commercial having the agent which placed the winning bid may then be stored in a vault.